

What is Claimed is:

1. A method for promoting an opportunity for a user at user equipment to interactively wager on races with an interactive wagering application implemented using the user equipment, comprising:

displaying television programming on the user equipment;

automatically displaying a notification as an overlay on top of the television programming that informs the user of an interactive wagering opportunity without the user requesting the notification, wherein the notification is automatically displayed in response to a determination by the wagering application that the television programming is related to wagering;

providing the user with an opportunity to respond to the notification by pressing a remote control key on a remote control; and

automatically providing the user with an opportunity to electronically place a wager with the interactive wagering application in response to the pressing of the remote control key.

2. The method defined in claim 1 wherein displaying television programming comprises displaying a television channel containing programming that is not related to wagering.

3. The method defined in claim 1 wherein displaying television programming comprises displaying a wagering television channel.

4. The method defined in claim 1 wherein the notification is automatically displayed in response

to a determination by the wagering application that the television programming is related to equine themes.

5. The method defined in claim 1 wherein the notification is automatically displayed in response to a determination by the wagering application that the television programming is related to sports.

6. The method defined in claim 1 wherein the notification includes a prompt asking the user to press a given remote control key to be presented with an opportunity to sign up for an interactive wagering service.

7. The method defined in claim 1 wherein the notification includes a prompt asking the user to press a given remote control key to be presented with an opportunity to subscribe to a wagering television channel.

8. The method defined in claim 1 wherein:
the notification includes a prompt asking the user to press a given remote control key to be presented with an opportunity to sign up for an interactive wagering service; and

the wagering application displays on-screen enrollment options to the user when the user presses the given remote control key.

9. The method defined in claim 1 wherein:
the notification includes a prompt asking the user to press a given remote control key to be presented with an opportunity to sign up for an interactive wagering service; and

the wagering application displays on-screen enrollment options to the user when the user presses the given remote control key, wherein the user may select a desired wager amount with the wager options using remote control arrow keys.

10. The method defined in claim 1 further comprising monitoring the user's activities with the user equipment.

11. The method defined in claim 1 further comprising monitoring the user's activities with the user equipment to determine which television programs the user watches.

12. The method defined in claim 1 further comprising monitoring the user's activities with the user equipment to determine which television programs the user watches, wherein content of the notification depends on which television programs the user watches.

13. The method defined in claim 1 wherein the content of the notification depends on the content of the television programming that is being displayed.

14. The method defined in claim 1 further comprising monitoring the user's activities with the user equipment to determine which preferences are set by the user, wherein the content of the notification depends on which preferences are set.

15. The method defined in claim 1 further comprising monitoring the user's activities to determine which types of wagers the user has made with the interactive wagering application.

16. The method defined in claim 1 further comprising monitoring the user's activities to determine which types of wagers the user has made with the interactive wagering application, wherein the content of the notification depends on which types of wagers the user has made.

17. The method defined in claim 1 wherein displaying television programming on the user equipment comprises displaying television programming on a television using a set-top box.

18. A method for presenting wagering-related promotional materials to a user at user equipment comprising:

- displaying a screen of television programming to the user with the user equipment;
- monitoring the user's activities at the user equipment to determine which television programs the user watches;

- displaying wagering-related promotional material on the user equipment in place of at least a portion of the screen of television programming, wherein content of the promotional material that is displayed depends on the user's activities; and

- providing the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

19. The method defined in claim 18 further comprising displaying the wagering-related promotional material as a partial-screen overlay on top of the television programming.

20. The method defined in claim 18 further comprising monitoring the user's activities to determine which television programs the user watches, wherein information on which programs are being watched is collected using program guide database information that is distributed to the user equipment from a program guide data source.

21. The method defined in claim 18 wherein displaying the television programming on the user equipment comprises displaying the television programming on a monitor using a computer.

22. The method defined in claim 18 wherein monitoring the user's activities comprises collecting information on which program guide settings the user establishes.

23. The method defined in claim 18 wherein monitoring the user's activities comprises collecting information on which interactive wagering application settings the user establishes.

24. The method defined in claim 18 wherein monitoring the user's activities comprises collecting information on which television channel the user is currently watching.

25. The method defined in claim 18 further comprising displaying the wagering-related promotional material in a scroll.

26. The method defined in claim 18 further comprising collecting information on the user's past wagers.

27. The method defined in claim 18 further comprising collecting information on which wagers the user has won.

28. The method defined in claim 18 wherein the wagering-related promotional material comprises an advertisement containing video.

29. The method defined in claim 18 wherein the wagering-related promotional material is interactive material that provides the user with an opportunity to sign up for a wagering television channel.

30. The method defined in claim 18 wherein the wagering-related promotional material is interactive material that provides the user with an opportunity to sign up for an interactive wagering service.

31. A method for presenting wagering-related promotional materials to a user at a cellular telephone comprising:

displaying television programming on a display of the cellular telephone;

monitoring the user's activities at the cellular telephone;

displaying wagering-related promotional material on the cellular telephone in place of at least a portion of the screen of television programming wherein content of the promotional material that is displayed depends on the user's activities; and

providing the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

32. A method for presenting wagering-related promotional materials to a user at user equipment comprising:

- displaying a screen of television programming to the user with the user equipment;
- monitoring the user's activities at the user equipment;
- collecting information on which wagers the user has won;
- displaying wagering-related promotional material on the user equipment in place of at least a portion of the screen of television programming wherein content of the promotional material is related to the wagers the user has won; and
- providing the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

33. An interactive wagering system in which a program schedule data source supplies program schedule information for television programs, comprising user television equipment that receives the program schedule information from the program schedule data source, wherein the user television equipment receives television programming that the user watches, and wherein the user television equipment is configured to:

- determine content of the television programming the user is watching using the program schedule information and information obtained from the user television equipment on a current time and a current channel to which the user television equipment is tuned; and

display a notification to the user of the availability of an opportunity to place an interactive on-screen wager when it is determined that the television programming is related to a subject conducive to wagering.

34. A system for promoting an opportunity for a user to interactively wager on races, comprising user television equipment configured to:

- provide a display of television programming on user equipment;

- automatically provide a display of a notification on user equipment as an overlay on top of the television programming that informs the user of an interactive wagering opportunity without the user requesting the notification, wherein the display of a notification is automatically provided in response to determination by the wagering application that the television programming is related to wagering;

- provide the user with an opportunity to respond to the notification by pressing a remote control key on a remote control device; and

- automatically provide the user with an opportunity to electronically place a wager with an interactive wagering application in response to the pressing of the remote control key.

35. The system defined in claim 34 wherein the user television equipment is further configured to provide a display of a television channel containing programming that is not related to wagering.

36. The system defined in claim 34 wherein the user television equipment is further configured to provide a display of a wagering television channel.

37. The system defined in claim 34 wherein the user television equipment is further configured to automatically provide a display of a notification in response to a determination by the wagering application that the television programming is related to equine themes.

38. The system defined in claim 34 wherein the user television equipment is further configured to automatically provide a display of a notification in response to a determination by the wagering application that the television programming is related to sports.

39. The system defined in claim 34 wherein the user equipment is further configured to provide a display of a prompt asking the user to press a given remote control key to be presented with an opportunity to sign up for an interactive wagering service.

40. The system defined in claim 34 wherein the user equipment is further configured to provide a display of a notification including a prompt asking the user to press a given remote control key to be presented with an opportunity to subscribe to a wagering television channel.

41. The system defined in claim 34 wherein the user equipment is further configured to:

provide a display of a notification including a prompt asking the user to press a given

remote control key to be presented with an opportunity to sign up for an interactive wagering service; and
provide a display of on-screen
enrollment options to the user when the user presses the given remote control key.

42. The system defined in claim 34 wherein the user equipment is further configured to:

provide a display of a notification including a prompt asking the user to press a given remote control key to be presented with an opportunity to sign up for an interactive wagering service; and
provide a display of on-screen
enrollment options to the user when the user presses the given remote control key, wherein the user may select a desired wager amount with the wager options using remote control arrow keys.

43. The system defined in claim 34 wherein the user equipment is further configured to monitor the user's activities.

44. The system defined in claim 34 wherein the user equipment is further configured to monitor the user's activities to determine which television programs the user watches.

45. The system defined in claim 34 wherein the user equipment is further configured to:

monitor the user's activities to
determine which television programs the user watches;
and

provide a display of a notification including a display of content that depends on which television programs the user watches.

46. The system defined in claim 34 wherein the user equipment is further configured to provide a display of a notification including a display of content that depends on a currently displayed television program.

47. The system defined in claim 34 wherein the user equipment is further configured to:

monitor the user's activities to determine which preferences are set by the user; and provide a display of a notification including content, wherein the content of the notification depends on which preferences are set.

48. The system defined in claim 34 wherein the user equipment is further configured to monitor the user's activities to determine which types of wagers the user has made with the interactive wagering application.

49. The system defined in claim 34 wherein the user equipment is further configured to:

monitor the user's activities to determine which types of wagers the user has made with the interactive wagering application; and

provide a display of a notification including content, wherein the content of the notification depends on which types of wagers the user has made with the interactive wagering application.

50. The system defined in claim 34 wherein the user equipment is further configured to provide a display of television programming, wherein providing a display of television programming comprises displaying

television programming on a television using a set-top box.

51. A system for promoting an opportunity for a user to interactively wager on races, comprising user equipment configured to:

provide a display of television programming on the user equipment;

provide a display of a notification as an overlay on top of the television programming that informs the user of an interactive wagering opportunity;

provide the user with an opportunity to respond to the notification by pressing a remote control key on a remote control; and

automatically provide the user with an opportunity to electronically place a wager with an interactive wagering application in response to the pressing of the remote control key, wherein the user is automatically provided with interactive wagering options in which at least the racetrack has been preselected.

52. The system defined in claim 51 wherein the user equipment is further configured to automatically provide the user with interactive wagering options in which at least the racetrack and race have been preselected.

53. The system defined in claim 51 wherein the user equipment is further configured to automatically provide the user with interactive wagering options in which at least the racetrack, race, and horse have been preselected.

54. The system defined in claim 51 wherein:
the display of a notification includes information on a given racetrack and race that are currently being discussed in the television programming; and

the user equipment is further configured to automatically provide the user with interactive wagering options in which at least the racetrack and race have been preselected.

55. A system for presenting wagering-related promotional material to a user, comprising user equipment configured to:

provide a display of a screen of television programming on the user equipment;

monitor the user's activities at the user equipment to determine which television programs the user watches;

provide a display of wagering-related promotional material, including wagering-related promotional content, on the user equipment in place of at least a portion of the screen of television programming, wherein the promotional content depends on the user's activities; and

provide the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

56. The system defined in claim 55 wherein the user equipment is further configured to provide the display of promotional material as a partial-screen overlay on top of the television programming.

57. The system defined in claim 55 wherein the user equipment is further configured to collect information on which programs are being watched using program guide database information that is distributed to the user equipment from a program guide data source.

58. The system defined in claim 55 wherein the user equipment is further configured to provide a display of television programming on a monitor using a computer.

59. The system defined in claim 55 wherein the user equipment is further configured to monitor the user's activities by collecting information on which program guide settings the user establishes.

60. The system defined in claim 55 wherein the user equipment is further configured to monitor the user's activities by collecting information on which interactive wagering application settings the user establishes.

61. The system defined in claim 55 wherein the user equipment is further configured to monitor the user's activities by collecting information on which television channel the user is currently watching.

62. The system defined in claim 55 wherein the user equipment is further configured to display the wagering-related promotional material in a scroll.

63. The system defined in claim 55 wherein the user equipment is further configured to collect information on the user's past wagers.

64. The system defined in claim 55 wherein the user equipment is further configured to collect information on which wagers the user has won.

65. The system defined in claim 55 wherein the wagering-related promotional material comprises an advertisement containing video.

66. The system defined in claim 55 wherein the wagering-related promotional material is interactive material that provides the user with an opportunity to sign up for a wagering television channel.

67. The system defined in claim 55 wherein the wagering-related promotional material is interactive material that provides the user with an opportunity to sign up for an interactive wagering service.

68. A system for presenting wagering-related promotional material to a user comprising cellular telephone configured to:

- display television programming on the display of the cellular telephone;

- monitor the user's activities at the cellular telephone;

- provide a display of wagering-related promotional material on the cellular telephone in place of at least a portion of the screen of television programming wherein content of the promotional material that is displayed depends on the user's activities; and

- provide the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

69. A system for presenting wagering-related promotional material to a user comprising user equipment configured to:

- provide a display of a screen of television programming to the user;

- monitor the user's activities at the user equipment;

- collect information on which wagers the user has won;

- provide a display of wagering-related promotional material on the user equipment in place of at least a portion of the screen of television programming wherein content of the promotional material that is displayed depends on the user's activities and is related to the wagers the user has won; and

- provide the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

70. A machine readable medium comprising machine program logic recorded thereon for:

- providing a display of television programming on user equipment;

- automatically providing a display of a notification on the user equipment as an overlay on top of the television programming that informs the user of an interactive wagering opportunity without the user requesting the notification, wherein the notification is displayed in response to a determination by the wagering application that the television programming is related to wagering;

providing the user with an opportunity to respond to the notification by pressing a remote control key on a remote control device; and

automatically providing the user with an opportunity to electronically place a wager with an interactive wagering application in response to the pressing of the remote control key.

71. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for providing a display of a television channel containing programming that is not related to wagering.

72. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for providing a display of a wagering television channel.

73. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for automatically providing a display of a notification in response to a determination by the wagering application that the television programming is related to wagering.

74. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for automatically providing a display of a notification in response to a determination by the wagering application that the television programming is related to equine themes.

75. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for automatically providing a display of a

notification in response to a determination by the wagering application that the television programming is related to sports.

76. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for providing a display of a prompt asking the user to press a given remote control key to be presented with an opportunity to sign up for an interactive wagering service.

77. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for providing a display of a notification including a prompt asking the user to press a given remote control key to be presented with an opportunity to subscribe to a wagering television channel.

78. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for:

providing a display of a notification including a prompt asking the user to press a given remote control key to be presented with an opportunity to sign up for an interactive wagering service; and

providing a display of on-screen enrollment options to the user when the user presses the given remote control key.

79. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for:

providing a display of a notification including a prompt asking the user to press a given

remote control key to be presented with an opportunity to sign up for an interactive wagering service; and providing a display of on-screen enrollment options to the user when the user presses the given remote control key, wherein the user may select a desired wager amount with the wager options using remote control arrow keys.

80. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for monitoring the user's activities.

81. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for monitoring the user's activities to determine which television programs the user watches.

82. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for monitoring the user's activities to determine which television programs the user watches, wherein the display of a notification includes providing a display of content that depends on which television programs the user watches.

83. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for providing a display of a notification including a display of content that depends on a currently displayed television program.

84. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for:

monitoring the user's activities to determine which preferences are set by the user; and providing a display of a notification including content, wherein the content of the notification depends on which preferences are set.

85. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for monitoring the user's activities to determine which types of wagers the user has made with the interactive wagering application.

86. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for:

monitoring the user's activities to determine which types of wagers the user has made with the interactive wagering application; and

providing a display of a notification including content, wherein the content of the notification depends on which types of wagers the user has made with the interactive wagering application.

87. The machine readable medium of claim 70 further comprising machine program logic recorded thereon for providing a display of television programming comprising displaying television programming on a television using a set-top box.

88. A machine readable medium comprising machine program logic recorded thereon for:

providing a display of a screen of television programming on the user equipment;

monitoring the user's activities at the user equipment to determine which television programs the user watches;

providing a display of wagering-related promotional material, including wagering-related promotional content, on the user equipment in place of at least a portion of the screen of television programming; wherein the promotional content depends on the user's activities; and

providing the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

89. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for providing the display of promotional material as a partial-screen overlay on top of the television programming.

90. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for collecting information on which programs are being watched using program guide database information that is distributed to the user equipment from a program guide data source.

91. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for providing a display of television programming on a monitor using a computer.

92. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for monitoring the user's activities by

collecting information on which program guide settings the user establishes.

93. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for monitoring the user's activities by collecting information on which interactive wagering application settings the user establishes.

94. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for monitoring the user's activities by collecting information on which television channel the user is currently watching.

95. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for displaying the wagering-related promotional material in a scroll.

96. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for collecting information on the user's past wagers.

97. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for collecting information on which wagers the user has won.

98. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for providing a display of wagering-related promotional material comprising an advertisement containing video.

99. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for providing a display of wagering-related promotional material that is interactive material that provides the user with an opportunity to sign up for a wagering television channel.

100. The machine readable medium of claim 88 further comprising machine program logic recorded thereon for providing a display of wagering-related promotional material that is interactive material that provides the user with an opportunity to sign up for an interactive wagering service.

101. A machine readable medium comprising machine program logic recorded thereon for:

- providing a display of television programming on a display of user equipment, wherein the user equipment comprises a cellular telephone;

- monitoring the user's activities at the user equipment;

- providing a display of wagering-related promotional material on the user equipment in place of at least a portion of the screen of television programming wherein content of the promotional material that is displayed depends on the user's activities; and

- providing the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control.

102. A machine readable medium comprising machine program logic recorded thereon for:

- displaying a screen of television programming to the user with the user equipment;

monitoring the user's activities at the user equipment;

collecting information on which wagers the user has won;

displaying wagering-related promotional material on the user equipment in place of at least a portion of the screen of television programming wherein content of the promotional material that is displayed depends on the user's activities and is related to the wagers the user has won; and

providing the user with an opportunity to respond to the promotional material by pressing a remote control key on a remote control. ✓

103. A method for providing an opportunity for a user at user equipment to interactively wager on races with an interactive wagering application implemented using the user equipment, comprising:

receiving program schedule information for television programs from a program schedule data source;

determining content of the television programming the user is watching using the program schedule information and information obtained from the user television equipment on a current time and a current channel to which the user equipment is tuned; and

providing a display of a notification to the user indicating the availability of an opportunity to place an interactive on-screen wager when it is determined that the television programming is related to a subject conducive to wagering.

104. A machine readable medium comprising machine program logic recorded thereon for:

receiving program schedule information for television programs from a program schedule data source;

determining content of the television programming the user is watching using the program schedule information and information obtained from the user television equipment on a current time and a current channel to which the user equipment is tuned; and

providing a display of a notification to the user indicating the availability of an opportunity to place an interactive on-screen wager when it is determined that the television programming is related to a subject conducive to wagering.